

**HEAD2ART**

Style Guide



# Let's support mental health in style.

We want to ensure your brand remains cohesive while you're busy improving the mental health of young adults.

Following these guidelines will ensure your brand is represented in a consistent and professional manner.

# About us.

HEAD2ART is a free art-based therapy program for young adults aged 18-25, provided in collaboration with headspace Newcastle and the Museum of Art and Culture Lake Macquarie.

Museums are well placed to support wellbeing and mental health programs via their gallery spaces and collections. However, they do not fully realise this potential due to a perceived lack of specialist knowledge and resources. The objective of this project is to demonstrate that through strategic collaborations, museums can overcome this barrier.

Evidence-based research for the HEAD2ART program is conducted by the *School of Creative Industries* at the University of Newcastle, Australia.



# Logo & Branding.

The focal piece for the HEAD2ART set of logo's is based around the number 2, which is constructed from a variety of fun and colourful geometric shapes. This playful centrepiece within the identity has been selected to communicate the concept of support and stability, and it also illustrates the interconnection with young adults that HEAD2ART strives to foster within its programs.

The supporting typography has been selected for it's easy legibility for both print and web applications. The primary blue colour has been selected for it's psychological calming effect, with playful supporting colours of red, pink, and yellow.

## PRIMARY LOGO



## SECONDARY LOGO



## SUBMARK



## PRIMARY VARIATION #1



## PRIMARY VARIATION #2



## LOGO CLEAR SPACE



We recommend the use of consistent clear space around your logo, in order to create maximum impact for your brand and to ensure that your logo is easily visible. Using our branded number 2 as a guide is an easy and fun way to communicate the appropriate amount of clear space required.

## COLOUR PALETTE



*“Spanish Blue”*

**#2570B4**

CMYK 79, 38, 0, 29 / HSL 209, 66, 43



*“Yellow Orange”*

**#F8B44C**

CMYK 0, 27, 69, 3 / HSL 36, 92, 64



*“Fire Opal”*

**#E5634F**

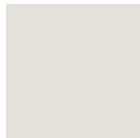
CMYK 0, 57, 66, 10 / HSL 8, 74, 60



*“Cotton Candy”*

**#F3C1DA**

CMYK 0, 21, 10, 5 / HSL 330, 68, 85



*“Alabaster”*

**#E5E2DB**

CMYK 0, 1, 4, 10 / HSL 42, 16, 88

## GEOMETRIC SUPPORT SHAPES

The use of our included support shapes is a fun way to extend the identity of HEAD2ART throughout printed collateral, stationary, web, and anywhere else that needs to remain visually on-brand.

We recommend the “less is more” approach when using these support shapes, and to always ensure adequate clear space around logo’s, headings, and copy text.



# Here's a bold statement:

Let's improve the mental health of all young adults.

## TYPOGRAPHY

LFT Etica Bold

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj  
Kk Ll Mm Nn Oo Pp Qq Rr Ss  
Tt Uu Vv Ww Xx Yy Zz 1 2 3 4  
5 6 7 8 9 0**

LFT Etica Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk  
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu  
Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0

## TYPOGRAPHY - WEB

WEB HEADING 1

# LFT Etica Bold 120

WEB HEADING 2

## LFT Etica Bold 70

WEB HEADING 3

### LFT Etica Bold 30

WEB HEADING 4

#### LFT Etica Bold 24

PARAGRAPH - LFT Etica Light 18px

LFT Etica is a charming and sober sans typeface with a balanced voice for any application. Etica is provided by the TypeTogether foundry, designed by Andrea Braccaloni in collaboration with LeftLoft studios.

## WEB BUTTONS

DESKTOP

Call to Action

CTA Hover

Primary

Hover

Secondary

Tertiary Action

MOBILE

Primary







